

# Art image

[Art & Culture](#), [Artists](#)



Art Image The image for the advertisement of sanitary towel consisting of both male and female teen characters is pervasive. The reason main issue is on the product and its use rather than the figures used in the advert.

Feminism and masculinity have been depicted in very many forms including in the image (Moore and Prain). The tendency to depict the female gender as the weaker sex is depicted in the image because male figures are added in the image. The issue of controversy is the inclusion of men in the advert and the connotations it adds to the image. To solve the problem, the male images added onto the advertisement are removed to ensure that it passes the message across. The addition of text into the image will improve accessibility and understanding (Nadaner 26)The product targets female as such its advert should have the females because it is gender specific.

The image relates perfectly with the concept of marginalization by indicating the segregation and perception existing in the society. The failure to address the issue of feminism and gender roles is reflected in the image through the figures used in advertising. The level of creativity depicted in the image is high with the focus being on the figures and the text (Zolberg and Cherbo 66). The message is passed across accurately and creates a sense of belonging to the users of the product. It creates the desire to associate with the image. Images are inspired through concept broadcast and accessibility (Hooks 17). The change in the image ensured accessibility of the information passed across and the understanding of the focus of the artist. In conclusion, the image captures the three main concepts of belonging, marginalization and accessibility.

Works Cited

<https://assignbuster.com/art-image/>

Hooks, Bell. Art on My Mind. New York: The New Press, 1995.

Moore, Mandy and Leanne Prain. Yarn Bombing. The Art of Crotchet and Knit Graffiti. Vancouver: Arsenal Pulp Press, 2009.

Nadaner, Dan. " Responding to the Image World." Art Education (1985): 9-12.

Ore, Tracy E. The Social Construction of Difference and Inequality: Race, Class, Gender and Equality. California: Mayfield Publishing Company, 2000.

Zolberg, Vera L and Joni Maya Cherbo, Outsider Art: Contesting boundaries in contemporary culture. UK: Cambridge University Press, 1997.